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ABSTRACT

This book offers a comprehensive guide to evaluation as applied to management development. Part I (Chapters 1-2) discusses the following: what management is; the role of training, development, and education of managers; the purposes of evaluation (proving, improving, learning, controlling); and approaches to evaluation. Part II (Chapters 3-6) concentrates on the details of evaluation designs and design choice. Chapter 3 deals with choosing the evaluation focus for data collection and starts with a general framework to assist that choice. Chapter 4 discusses three data collection media--observations, records, and informants--and associated issues to do with selection and sampling. Chapter 5 reviews some main data collection methods. Chapter 6 focuses on interpreting and using evaluations and extends the discussion to political aspects of evaluation utilization. Part III (Chapters 7-10) concentrates on the different settings in which evaluation may take place. It examines the kinds of questions and problems that typically occur in different settings and the methods or approaches usually adopted in tackling them. Chapters 7-10 consider evaluation at a particular level (methods; courses, programs, and systems; and policy) and chapter 11 looks to the future. Within each level, the book discusses how the practicalities of evaluation vary from setting to setting. The three settings to be considered are educational, training, and development. Appendixes include 158 references and index. (YLB)

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